

Asher Hourly Rates

This document is an exhibit to the Professional Services agreement, and is deemed to be attached to and incorporated within the Professional Services Agreement by reference. Any inconsistency, conflict, or ambiguity between this exhibit and the Professional Services agreement shall be resolved by giving precedence and effect to the Professional Services agreement.

PRICE LINE	HOURLY RATE (Firm, Fixed Price)	UNIT	HOURLY RATE or "N/A" if Not Applicable
	Advertising Services		
1	Partner	Hour	N/A
2	President	Hour	N/A
3	Comptroller/Accounting Manager	Hour	N/A
4	Account Director/Supervisor	Hour	\$90
5	Account Executive	Hour	\$90
6	Account Manager	Hour	\$90
7	Project Manager	Hour	\$90
8	Creative Director/Copy	Hour	\$100
9	Creative Director/Art	Hour	\$100
10	Senior Art Director	Hour	\$95
11	Art Director	Hour	\$95
12	Senior Copywriter	Hour	\$95
13	Junior Copywriter	Hour	\$75
14	Production Director/Print	Hour	\$75
15	Production Director/Art	Hour	\$75
16	Production Director/Media	Hour	\$75
17	Producer	Hour	\$100
18	Researcher	Hour	N/A
19	Studio Manager	Hour	N/A
20	Media Director	Hour	\$65
21	Media Supervisor	Hour	\$65
22	Media Planner/Buyer	Hour	\$50
23	Interactive Specialist (Web - DVD)	Hour	\$100
24	Web-Traffic Analyst	Hour	\$75
25	Administrative Assistant	Hour	N/A
26	Clerical	Hour	N/A
27	Photographer	Hour	\$95
28	Videographer	Hour	\$95
29	Graphic Designer	Hour	\$95

30	Translation Services	Hour	\$60
PRICE LINE	HOURLY RATE (Firm, Fixed Price)	UNIT	HOURLY RATE or "N/A" if Not Applicable
	Marketing and Public Relations Services		
1	Partner	Hour	N/A
2	President	Hour	N/A
3	Comptroller/Accounting Manager	Hour	N/A
4	Account Director/Supervisor	Hour	\$90
5	Account Executive	Hour	\$90
6	Account Manager	Hour	\$90
7	Project Manager	Hour	\$90
8	Creative Director/Copy	Hour	\$100
9	Creative Director/Art	Hour	\$100
10	Senior Art Director	Hour	\$95
11	Art Director	Hour	\$95
12	Senior Copywriter	Hour	\$95
13	Junior Copywriter	Hour	\$75
14	Production Director/Print	Hour	\$75
15	Production Director/Art	Hour	\$75
16	Production Director/Media	Hour	\$75
17	Producer	Hour	\$100
18	Researcher	Hour	N/A
19	Studio Manager	Hour	N/A
20	Media Director	Hour	\$65
21	Media Supervisor	Hour	\$65
22	Media Planner/Buyer	Hour	\$50
23	Interactive Specialist (Web - DVD)	Hour	\$100
24	Web-Traffic Analyst	Hour	\$75
25	Administrative Assistant	Hour	N/A
26	Clerical	Hour	N/A
27	Graphic Designer	Hour	\$95
28	Photographer	Hour	\$95
29	Videographer	Hour	\$95
30	Translation Services	Hour	\$60

PRICE LINE	HOURLY RATE (Firm, Fixed Price)	UNIT	HOURLY RATE or "N/A" if Not Applicable
	Media Buying		
1	Partner	Hour	N/A
2	President	Hour	N/A
3	Comptroller/Accounting Manager	Hour	N/A
4	Account Director/Supervisor	Hour	\$90
5	Account Manager	Hour	\$90
6	Creative Director/Copy	Hour	\$100
7	Creative Director/Art	Hour	\$100
8	Senior Art Director	Hour	\$95
9	Art Director	Hour	\$95
10	Senior Copywriter	Hour	\$95
11	Junior Copywriter	Hour	\$75
12	Production Director/Print	Hour	\$75
13	Production Director/Art	Hour	\$75
14	Production Director/Media	Hour	\$75
15	Studio Manager	Hour	N/A
16	Media Supervisor	Hour	\$65
17	Media Planner/Buyer	Hour	\$65
18	Interactive Specialist (Web - DVD)	Hour	\$100
19	Web-Traffic Analyst	Hour	\$75
20	Clerical	Hour	N/A
21	Graphic Designer	Hour	N/A
22	Trafficking	Flat Rate	\$400
23	*Media Placement Mark-up Percentage		4%Traditional 6%/Digital
24	**Pass-Through Media Placement (Non-Labor)		N/A
25	**Pass-Through Media Production (Non-Labor)		N/A
26	**Pass-Through Non-Media Production (Non-Labor)		N/A
27	Translation Services	Hour	\$60